THE ROWLAND
COMPANY

# PHILIP MORRIS USA—EVENT MARKETING
# MUSIC ENTERTAINMENT PUBLIC RELATIONS
# for
# Virginia Slims "Woman Thing Music"
# and
# Marlboro Music

## Virginia Slims "Woman Thing Music"

*CORE PROGRAM*

OOP

| | |
|---|---|
| ▪ Media Materials, assumes stationery/folders supplied by client | |
| ✓ Media Guide (qty 2000) | $12,500 |
| ✓ Press Kit, printing and assembly (qty 2000) | 10,000 |
| ✓ Press Advisories/Releases, printing throughout program | 7,500 |
| ✓ Postage, fax, messenger, for press guide/kit | 10,000 |
| ✓ Photography, duplication only (3 photos @ qty 2000) | 3,000 |
| ▪ Press conference | |
| staging, AV, location rental, refreshments (10 markets) | 30-50,000 |
| ▪ Signage for all events | |
| shipping, design, printing, etc. | 15,000 |
| ▪ Agency travel and expenses | |
| 1 trip per each of 10 markets, 2 staffers | 35,000 |
| ▪ Miscellaneous phone, fax, postage, travel to/from client meetings, etc. $1.5M per month for 9 months | 13,500 |
| **TOTAL** | **$136,500-156,500** |

AGENCY STAFFING

| | |
|---|---|
| October-November 1996 | |
| 2 months @ $10M | $20,000 |
| December-June 1996 | |
| 7 months @ $25M | 175,000 |
| **TOTAL** | **$195,000** |

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Source: https://www.industrydocuments.ucsf.edu/docs/qxcn0004

*PROGRAM OPTIONS*

*Specialized Photography*

| | |
|---|---|
| ▪ 2 celebrities/2 locations, includes photographer's fee, expense and travel | $15,000 |

*Customized Press Kits*

| | |
|---|---|
| ▪ Specially-Designed satin "tour" jacket, CD and press kit, stationery (qty 100) | $25,000 |

*Emcee Search/Auditions* (per market)

| | |
|---|---|
| ▪ Staging, AV, location rental | $3-5,000 |
| ▪ Agency staffing | 10,000 |
| **TOTAL** | **$13-15,000** |

*#800 Toll Free Line* (per market)

| | |
|---|---|
| ▪ Set up | TBD |
| ▪ Agency Staffing | $3,500 |
| **TOTAL** | **TBD** |

*Fashion Show* (per market)

| | |
|---|---|
| ▪ Staging, lighting, music, models, etc. | $7,500 |
| ▪ Agency staffing, $10M per market | 100,000 |
| **TOTAL** | **$107,500** |

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Source: https://www.industrydocuments.ucsf.edu/docs/qxcn0004

## Marlboro Music

*CORE PROGRAM*

OOP

| | |
|---|---|
| ▪ Media Materials, assumes stationery/folders supplied by client | |
| ✓ Media Guide (qty 2200) | $9,500-15,000 |
| ✓ Press Kit, printing and assembly-(qty 2200) | 10,000 |
| ✓ Press Advisories/Releases, printing throughout program | 7,500 |
| ✓ Postage, fax, messenger for press guides/kits | 10,000 |
| ✓ Photography, duplication only (16 @ qty 2200) | 3,000 |
| ▪ Press conference | |
| staging, AV, location rental, refreshments, 10 markets | 30-50,000 |
| ▪ Signage for all events | |
| including shipping, design, printing, etc. | 15,000 |
| ▪ Agency travel and expenses | |
| 1 trip per each of 10 markets, 2 staffers | 38,500 |
| ▪ Miscellaneous phone, fax, postage, travel to/from client meetings, etc. $1.5M per month for 6 months | 9,000 |
| **TOTAL** | **$132,500-158,000** |

AGENCY STAFFING

| | |
|---|---|
| June-November 1996 | |
| $25M per month | $150,000 |

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Source: https://www.industrydocuments.ucsf.edu/docs/qxcn0004

*PROGRAM OPTIONS*

*Marlboro Music Vibe*

| | |
|---|---|
| ▪ Survey | $5,000 |
| ▪ Agency staffing | 5,000 |
| **TOTAL** | **$10,000** |

*Customized Press Kit*

| | |
|---|---|
| ▪ Specially designed guitar and case, CD and press kit, stationery (qty 100) | $25,000 |

*Band Wagon* (per market)

| | |
|---|---|
| ▪ Design, equipment rental, road crew staff, AV staging, etc. | $15-20,000 |
| ▪ Agency Staffing | 15,000 |
| **TOTAL** | **$30-35,000** |

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Source: https://www.industrydocuments.ucsf.edu/docs/qxcn0004